



Report designed for Performance Model

# Widget Bender

**CONFIDENTIAL**

## Profiles Sales Assessment™ Performance Model Analysis

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## Introduction

This report describes the employee whose scores are within the indicated range for each scale. The Scale Description provides insight into the meaning of each scale and will help you understand this employee relative to the scores on each scale.

## Employee Descriptions

The Employee Description for each scale describes the employees who would fall into the indicated Performance Model. The shaded boxes on each scale represent the Performance Model for this position. Brief descriptions of Low and High Scorers are provided to demonstrate the range of the characteristic measured. The Scale Description provides insight into the meaning of each scale and will help you understand this employee relative to the scores on each scale.

## Thinking Style Scales

### Learning Index

**Employee Description** – Salespeople who are proficient in assimilating information but occasionally require more focused training when highly complex issues are involved.



#### Low Scorers

*Repetition and hands-on learning  
can be effective in training*

*Achieves best through learning  
that is specific to the job*

#### High Scorers

*Strong capacity to adapt quickly in a  
learning situation*

*Typically finds it easy to learn the  
requirements of a new job situation.*

#### **Scale Description**

An index of expected learning, reasoning, and problem solving potential.

## Verbal Skill

**Employee Description** – Salespeople who are capable of utilizing an above average vocabulary to describe, explain, and market a product when communicating with a prospect.



### Low Scorers

*Can be slow and deliberate in communicating ideas*  
*Most communications are concrete and straightforward*

### High Scorers

*Capable of precise communication, even under strict time constraints*  
*Competent in making analyses involving written and verbal data*

### **Scale Description**

A measure of verbal skill through vocabulary.

## Verbal Reasoning

**Employee Description** – Salespeople who interpret routine communications effectively with an ability to use more complex verbal information in presenting to prospects.



### Low Scorers

*May require more time to assimilate new information of a verbal or written nature*  
*May be less proficient in information gathering techniques*

### High Scorers

*Strong information gathering ability*  
*Assimilates verbal information rapidly*  
*Can abstract conclusions from verbal information more proficiently than others*

### **Scale Description**

Using words as a basis in reasoning and problem solving.

## Numerical Ability

**Employee Description** – Salespeople who utilize routine numerical information in their selling and who may occasionally be required to perform more complex calculations with clients.



### Low Scorers

*Using mathematics can be challenging*

*Figuring numerical problems may require the use of a calculator*

### High Scorers

*Quick in mentally determining mathematical solutions to problems*

*Demonstrates a sound understanding of basic mathematical process*

### Scale Description

A measure of numeric calculation ability.

## Numeric Reasoning

**Employee Description** – Salespeople who can make sales presentations based on basic numerical data and who understand the basic implications of charts and graphs that explain such data.



### Low Scorers

*May overlook the implications derived from a set of numerical data*

*May be comfortable using simple calculations for problem solving*

### High Scorers

*Demonstrates little difficulty in assimilating new information of a numerical nature*

*Can process numerical data to reach conclusions or understand inferences*

### Scale Description

Using numbers as a basis in reasoning and problem solving.

## Behavioral Traits Scales

### Energy Level

**Employee Description** – Salespeople who respond well to demands on their time and generally work at a brisk pace.



**Low Scorers**

*Good with methodical processes  
Patient, Good task focus*

**High Scorers**

*Self starter, Multi-tasker  
Self-motivated*

#### Scale Description

Tendency to display endurance and capacity for a fast pace.

### Assertiveness

**Employee Description** – Salespeople who will use a direct approach to selling but will also appreciate the more subtle aspects of sales negotiation.



**Low Scorers**

*Willing to accept a leader, Diplomatic  
Low need to control others*

**High Scorers**

*Comfortable with self expression and leadership  
Achievement oriented, Competitive*

#### Scale Description

Tendency to take charge of people and situations. Leads more than follows.

## Sociability

**Employee Description** – Salespeople who are social and motivated by the opportunity to present their ideas and products to new prospects.



### Low Scorers

*Avoids small talk, Keeps to one's self*  
*Is less likely to be frustrated by a lack of social contact*

### High Scorers

*Conversational, People oriented*  
*Comfortable working in a group setting*

### Scale Description

Tendency to be outgoing, people-oriented, and participate with others.

## Manageability

**Employee Description** – Salespeople who appreciate the details of procedures but can adapt their sales techniques when a situation calls for it.



### Low Scorers

*Can be cautious with authority figures*  
*Tends to defend point of view*  
*Willing to question when not in agreement*

### High Scorers

*Cooperative and agreeable*  
*Works within the rules*  
*Comfortable with authority*

### Scale Description

Tendency to follow policies, accept external controls and supervision, and work within the rules.

## Attitude

**Employee Description** – Salespeople who demonstrate a positive attitude about the outcome of a sale but will not let themselves be easily misled in the process.



### Low Scorers

*Sometimes skeptical*  
*Can be critical of others*  
*Often vigilant*

### High Scorers

*Optimistic, Trusting*  
*Relaxed social style*

### Scale Description

Tendency to have a positive attitude regarding people and outcomes.

## Decisiveness

**Employee Description** – Salespeople who are capable of making timely responses but are quite comfortable using a methodical approach to make decisions with prospects and clients.



### Low Scorers

*Not typically impulsive*  
*Prefers a methodical approach*  
*Analyzes before making a decision*

### High Scorers

*Moves quickly when making decisions*  
*Accepts risk in most situations*

### Scale Description

Uses available information to make decisions quickly.

## Accommodating

**Employee Description** – Salespeople who can appropriately accommodate the needs of customers and prospects and also appreciate the occasional need to take a personal position with the client.



### Low Scorers

*May be disagreeable on occasion*  
*Can seem too firm*  
*Will not typically follow the group*  
*just to get along with others*

### High Scorers

*Cooperative, Harmonious*  
*Likeable, Will go along with the group*

### **Scale Description**

Tendency to be friendly, cooperative, agreeable. To be a team person.

## Independence

**Employee Description** – Salespeople who demonstrate some level of independence but function best when provided supervision and structure by their sales manager.



### Low Scorers

*May seek support, Cautious or reserved*  
*Accepts supervision easily*

### High Scorers

*Adventurous, Slow to follow*  
*Likes to set own direction*

### **Scale Description**

Tendency to be self-reliant, self-directed, to take independent action, and make own decisions.



## Objective Judgment

**Employee Description** – Salespeople who are most successful when provided ample information to make objective decisions yet are capable of relying on intuition when necessary.



### Low Scorers

*Not overly bound by systematic thinking*

*Subjective, Will follow a hunch*

### High Scorers

*Comfortable with a logical approach*

*Unemotional thinking*

### **Scale Description**

The ability to think clearly and be objective in decision-making.

## Interests

The interest section assesses a person's relative concentration between the six interest areas for the Performance Model under consideration. The top three interests for this model in descending order are: **Financial/Administrative**, **People Service**, and **Enterprising**. The other three interests, Technical, Mechanical, and Creative have no impact on this position.



### **Financial/Administrative**

Salespeople who are motivated by administrative duties or financial information processing.



### **People Service**

Salespeople who are motivated by a position that offers the opportunity to help others or provide some facilitative service.



### **Enterprising**

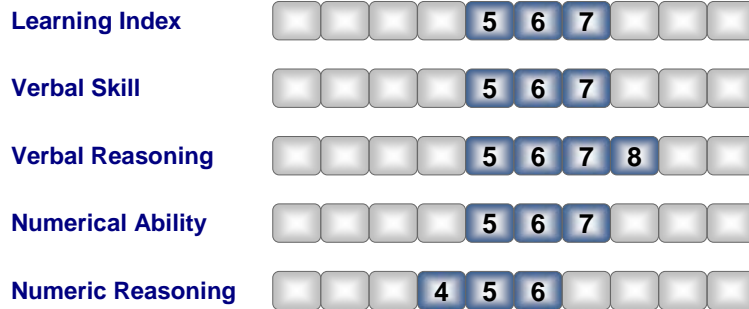
Salespeople who are motivated by the competitive, fast-paced world of sales and management.

## Employee Description

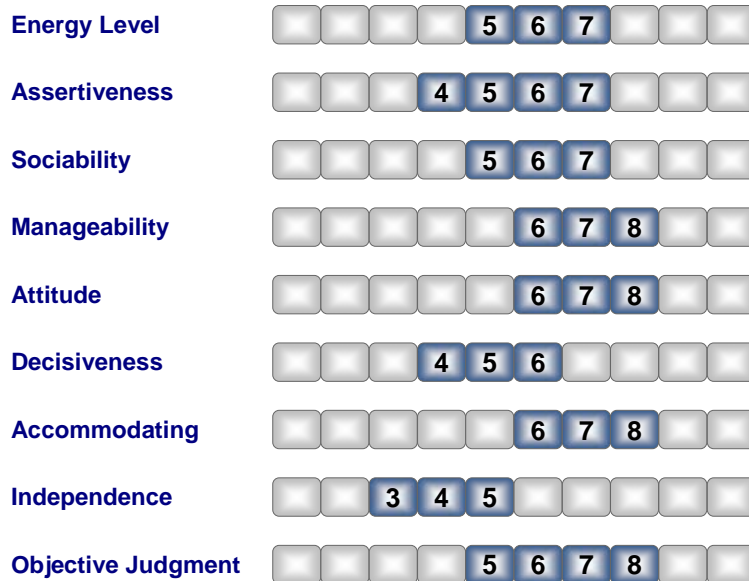
For salespeople in this position, the interest results are focused in the Financial, People Service, and Enterprising themes. This indicates that they should be motivated to attend to the administrative aspects of a sales position while focusing on the competitive nature of selling as well. Additionally, their motivation for serving the client complements their competitive and administrative interests well.

## Summary Graph

The shaded boxes represent the Performance Model for this position.



### Thinking Style



### Behavioral Traits

These are the top three interests for this Performance Model.

-  **Financial/Administrative**
-  **People Service**
-  **Enterprising**

### Interests